

VERMONT TOBACCO EVALUATION AND REVIEW BOARD
BOARD MEETING

Wednesday, February 10, 2010 3:00 p.m. – 5:00 p.m.

The Pavilion Building, 109 State Street, Montpelier
Governor's 4th Floor Conference Room

MINUTES

Present:

Brian Flynn, Greg MacDonald, Kate Larose, Ginger Epstein, Edna Fairbanks-Williams, Sheri Lynn (VDH Designee), Amy Brewer, Christy Mihaly, Rep. Bill Frank

Members of the Public Present: *Jessie Brosseau, Helen Wagner, Ivy Zeller, Kim Martin, Rebecca Ryan*

Brian welcomed the new "K-12 Educator Board Member", Ginger Epstein. She works in the Colchester School District and we are happy to have her as a member of the Board.

Public Comment (10 min)

None

Approval of Minutes (5 min)

Edna motioned to approve the January meeting minutes; Greg seconded. No discussion. Minutes approved.

Announcements (15 min)

- *Stephen gave a brief overview of the Governor's budget recommendation for FY11.*
- *Community Coalition grant applications are due to the VDH by March 5th. Stephen described the process by which the Board will develop a recommendation to the VDH Commissioner regarding which applications should be selected to be funded. There will be a vote at the April meeting. The RFP changed slightly from last time, based in part on some of RTI's recommendations to focus coalition efforts more on adults and policy.*
- *Brian shared a report brief from the Institute of Medicine of the National Academies about second hand smoke. The report states that smoking bans reduce heart attacks, and that there is much consistency within the research demonstrating the impact for tobacco-free policies. Brian also passed out another article on "third-hand smoke." The article reports that researchers measured carcinogens in materials taken from areas where people had smoked.*

H.568: An act related to prohibiting the use of lighted tobacco products outside public buildings

(15 min)

Rep. Frank presented H568 (his new bill) to the Board. It would restrict the use of lighted tobacco products outside public buildings. It has been introduced in committee. Greg said it is a good bill, and made a suggestion to change the language for clarification. Other states have restrictions ranging from 5 feet to 100 feet. There exists extremely powerful language about the dangers and health affects of second hand smoke; the Board generally agreed that it will have no reservations about speaking about this to legislators. Currently there are no enforcement provisions written into the bill. Bill Frank said it would be a self-enforcing law. Sheri said that if the bill was passed, it would be enforced by the Health Department.

Evaluation Committee Updates

(10 min)

Stephen gave a brief overview of recent Evaluation Committee activities. These include discussions about the recent RTI Cessation Report and media tracking survey efforts. Stephen provided general information about the upcoming RTI site visit (scheduled for April 13th and 14th in Waterbury). Topics for the site visit may include RTI presentations of various data and reports as well as a discussion about 2020 TCP goals. Please send Ted or Stephen other topics for discussion for the site visit.

Media Campaign: “8 out of 10”

(15 min)

Sheri Lynn summarized the updated campaign brief for the “8 out of 10” campaign to be re-run in March and April. This is simply a re-use of existing (approved) media.

Response to Administration’s Budget Proposal

(15 min)

The meeting materials packet contained a draft memorandum from Brian to legislators. The memo responds to the governor’s budget proposal, and is similar to what the Board drafted last year. Brian asked that the Board review and provide comments about the document. Discussion: Sheri mentioned that stimulus money will likely come to the VDH this year. That money will be used for specific tasks, such as cessation, media, “Doc Site”, and other related projects. Total ARRA money would be about \$445K for a 20 month period. There was a suggestion therefore to amend the word “severe” in the first paragraph because ARRA funds may partially alleviate the problem. Kate recommended the letter include more than just cessation. For example, include information about community coalitions.

Brian mentioned that he was trying to stay away from including too many details and rather, to simply voice that the cuts to VDH are unwise.

Greg mentioned that the administration has cut only the VDH, not the other 'arms' of the program.

Christy said that the memo should mention that the Board made FY11 budget recommendations that were ignored. She suggested (1) inserting the dollar amount(s) in the memo, (2) to mention that the Board has made recommendations on the budget, and (3) to offer to discuss this further with legislators.

Brian said that the purpose is to respond to the budget issue as soon as possible; he will take this discussion into account as he completes his revision.

Tobacco Trust Fund Discussion

(10 min)

Stephen provided a synopsis of the meeting between the Coalition for a Tobacco Free Vermont and VTERB leadership held on Feb 3rd. He also summarized the use of the Tobacco Trust Fund (TTF) last year. The program's funding is in a similar situation this year. The Board will likely be asked its opinion whether to use the Tobacco Trust Fund dollars for the FY11 budget. Christy summarized the language from the statute that created the Tobacco Trust Fund. She also described the Fund's purpose and source.

Bill suggested that now is the time to make the recommendation to the legislature. He mentioned that he thinks we should use the trust fund because more people want to make use of the program; this would be a good year to use the trust fund. Kate mentioned that the new bill to provide health care coverage for cessation services is relevant to this discussion. Other relevant bills were briefly discussed: Christy mentioned the "fee bill" which would impose a fee to tobacco manufacturers. Bill reported that there could (potentially) be a new fee for fire safety tests for cigarettes (perhaps \$300 or up to \$1000).

2020 Tobacco Control Program Goals – Continued Discussion

(20 min)

Jessie Brosseau (VDH) presented historical prevalence data for youth and adults. The federal Healthy People 2020 guidelines should be published in the fall. We would also like this to be a topic for the first of two public comment periods in April. Jessie ran additional analyses to project prevalence rates for the future. The predictions that "fit" the best showed the youth prevalence rate increasing, while other analyses show that rate to decrease. Adult predictions varied as well.

Other Business

(5 min)

Bill reported that he spoke at the VKAT rally and that this was a wonderful, enjoyable event.

Meeting Adjourned at 4:50 p.m.

Draft Meeting Minutes Taken By: Stephen Morabito

Draft Minutes Reviewed By: Brian Flynn